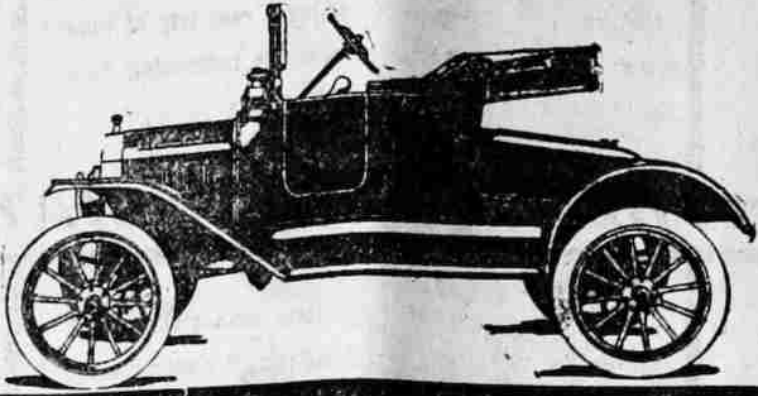


# OGDEN AUTOMOBILE DEALERS



Ford

Half the joy of motoring, either for business or pleasure, comes from dependable service and Ford economy, and explains why half the car owners today drive Ford cars. An average cost of two cents a mile for running and maintenance.

Barring the unforeseen, each retail buyer of a new Ford car, between August 1914 and August 1915, will receive from \$40 to \$60 as a share of the Ford Motor Company's profits.

Touring Car \$565.00, Runabout \$515.00; Coupelet \$825.00; Sedan \$1050.00; f. o. b. Ogden with all equipment. On display and sale at

JAMES AUTO CO.

2612-14 Wash. Ave.

## THERE WERE 2,253 AUTOS IN THE STATE OF UTAH IN 1914

Census Taken Last Year by the Government Discloses the Fact That the People of the United States Enjoy Motoring.

State.	Autos.	Gross registration revenues.
Alabama	8,672	\$ 113,201.75
Arizona	5,040	34,077.50
Arkansas	5,642	56,420.00
California	123,504	1,336,785.25
Colorado	17,756	80,047.00
Connecticut	24,818	406,623.34
Delaware	3,950	35,972.00
Florida	3,368	6,736.00
Georgia	20,915	104,575.00
Idaho	3,346	58,579.75
Illinois	131,140	699,725.30
Indiana	66,500	432,308.78
Iowa	106,087	1,040,135.54
Kansas	49,374	268,471.00
Kentucky	11,766	6,883.00
Louisiana	12,000	192,542.14
Maine	15,065	268,231.77
Maryland	18,268	323,961.14
Massachusetts	69,010	51,146.00
Michigan	76,389	235,873.50
Minnesota	67,862	27,000.00
Mississippi	5,468	34,325.00
Missouri	54,468	4,331.08
Montana	10,200	185,288.21
Nebraska	16,385	814,536.50
Nevada	1,487	19,663.23
New Hampshire	8,410	1,528,852.36
New Jersey	60,427	89,580.10
New Mexico	3,090	55,964.00
New York	159,893	685,457.25
North Carolina	14,677	13,500.00
North Dakota	17,347	14,865.00
Ohio	122,504	1,185,039.50
Oklahoma	13,500	157,020.00
Oregon	14,865	14,000.00
Pennsylvania	106,401	125,000.00
Rhode Island	11,033	39,538.00
South Carolina	14,000	4,852.00
South Dakota	20,929	154,266.91
Tennessee	19,769	120,814.50
Texas	40,000	60,506.00
Vermont	2,533	60,648.49
Virginia	13,984	233,580.00
Washington	30,263	12,140.00
West Virginia	6,159	20,147.50
Wisconsin	53,161	
Wyoming	2,428	
Dist. of Columbia	4,833	
Totals	1,666,984	\$12,270,035.78

as an every-day function of American life, asserts "Motor," the national magazine of motoring. Nevertheless, an acknowledgment of the importance of the motor car in our economic life has recently come from a source so conservative, so rooted in its objections to accepting any but established facts, that the matter is worthy of more than passing attention. For the first time in history, the federal authorities, in the person of the department of agriculture, have compiled an official table of automobile registrations in the various states, together with supplementary material, making a complete record of the status of the motor car in America for the year 1914. Remember, that only so long ago as 1909, statistics covering the motor car industry in government reports were lumped in with the figures for all classes of vehicle manufacture. In the conservative eyes of the government officials the motor industry had not, at that time reached sufficient size to warrant a special classification. Today there is no question on this point and we may consider that this government recognition of the motor car acknowledges the right of the industry to a leading place in the economic life of America. Coming down to concrete figures, we find that in 1914 there were 1,666,984 pleasure cars running in the United States, and there were in addition 44,355 motor trucks in operation. This gives us the very impressive total of 1,711,339 motor vehicles in use in America. These vehicles paid the tidy sum of \$12,270,035.78 for the privilege of using our roads, and in addition the owners and chauffeurs paid a further \$427,179 for the right to drive. Manufacturers and dealers, who are placed in a special category in most of the states, contributed an additional \$21,255 for the privilege of running cars necessary to their business. The government figures show that motorists contributed \$101,364 to the road funds of the various states. This, however, shows but a tithe of the total sum in which the motorists of America have been mulcted in the way of fines for infractions of local ordinances. Most of the money so collected never finds its way into the state treasury, but is dissipated in the bottomless pockets of the collecting agency or goes to swell the coffers of county or town.

## WHAT MAKES HILL-CLIMBING ABILITY?

A Struggle of Power Versus Weight, Says Maxwell Man.

"It is a well known fact that some of the highest priced cars in the world are not good hill climbers," says T. J. Toner, Pacific coast manager of the Maxwell Motor Sales corporation. "Generally they are built primarily for their luxury of body design. Now, luxurious fittings add weight to the car, so that by the time some of these palaces on wheels are completed their weight is tremendous and weight is the most important factor that the designer of an economical car has to contend with." "Naturally anyone will say that power counts more than anything else as far as hill climbing is concerned, and when rightly understood this statement is correct. Unfortunately, most people think of power as measured by horsepower rating. This is far from being true. Power depends more upon the weight which it must propel, than on anything else. A light car with a small powerful motor in hill-climbing contests all over the country prove this beyond a shadow of a doubt. A few years ago most hill-climbing records were held by cars of anywhere from forty to sixty horsepower. Today it is the light car of twenty-five horsepower that stands supreme. The hill-climbing records which the Maxwell car has made during the past year have been the most remarkable proof of a car's power that were ever offered to the public. On the moving sign which hangs above the Maxwell Exhibit at the Exposition one finds the slogan, "World's

Greatest Hill-climber." Nothing was more truly said, for from one end of the country to the other the Maxwell has been winning hill and mountain climbing contests. Mt. Palcon at Denver, Mt. Hamilton at San Jose, and Mr. Wilson at Pasadena all bear witness to the wonderful power and speed of the Maxwell, for the previous records on all these mountains were broken not merely by seconds but by many minutes.

New records are being made every day, the latest exploit on El Modena hill near Santa Ana, being merely typical. Here a Maxwell beat a competitor who had started the argument and had gotten only one-third the distance up the hill—won out by climbing to the very top of the hill over boulders and through the brush—a feat that was regarded as physically impossible by everyone who witnessed the start. Such a performance strikes the uninitiated with wonder, but to the Maxwell owner it is but another page in the already large book of remarkable achievements.

"Every man who has owned a car appreciates the importance of power—real power. The buyer should always bear in mind that practically any manufacturer can dress his car up in an attractive fashion, but there are very few who know how to put almost unlimited power beneath the load—and after all when you are buying a motor car, the motor is what you are primarily interested in." (Advertisement.)

## IMPROVING THE ROADS OF WEST

Washington, D. C., July 3.—Road improvement west of the Mississippi is to receive an impetus from sources not heretofore realized. This information is the result of recent experiences in the Touring Bureau of the American Automobile Association at its Washington and New York headquarters.

These clearing houses of automobile route data and information are now the ports of call of automobile tourists who register from the great farming sections of the big middle west. These tourists report that the crop prosperity has not only meant a huge volume of automobile sales but has also brought to realization the desire to tour through the famed scenic and historical sections of the east.

These family parties who at home have had their touring somewhat limited by weather conditions even when they come from such sections as have excellent dragged roads, never fail to speak with no uncertain praise of the quality of touring that the eastern roads afford.

To quote one only shows the view point of the many and illustrates the sentiment which will bring about the hard road surface in their sections. A prominent banker from Kansas City during his call at the Touring Bureau headquarters stated he had toured across New York state through the Adirondacks; into Vermont and the White Mountains; then to Maine and along the east coast to Boston and the shore line to New York. From there he drove along the coast roads of New Jersey, and then inland to Washington.

Commenting on his trip he said: "From the time we started east from Buffalo until we arrived here we have hardly been off a hard surfaced highway and it is certainly a revelation to know so many miles may be traveled with such perfect comfort and such surety of road conditions as has been our experience. I am told that we are not yet through with it as we shall continue on this through Maryland on our homeward trip. During this trip we have met many a westerner and several friends on tour and each is enthusiastic in his praises; each is a convert to the type of road we have experienced and all of us are going back home with two fixed resolves—one is to repeat our trips next year, but more important than that will be the propaganda of education which we shall spread as to the value of the hard surfaced road out in our great prairie land. We have the wealth but it has only been such experiences as our that will teach the value of the highway that can be traveled regardless of weather both as the raisers of food stuffs that must be hauled to market regardless of weather conditions and with regard only to market conditions. We have all become converts and boosters for the hard surfaced road."

## AUTOS TO MAKE SPEED OF 100 MILES PER HOUR IN RACES

It now seems extremely likely that the A. A. A. will raise the limit of starters in the Detroit Speedway derby to 35, instead of the conventional 25, which has hitherto been the boundary.

The reason the race-governing body is considering the change of the restraining number is because of the big turns and broad stretches of the Detroit course. The American Automobile Association experts figure on so much racing space for each driver, with a liberal assignment for safety. On tracks of 50 feet width, five cars can be piloted, but on 70 feet, or more, six or seven cars can thunder by in perfect safety, contend racing men.

If the A. A. A. men see fit to raise the "ante," so to speak, it will be official recognition of the speed possibilities and advanced design of the Detroit Motor speedway.

In the time trials on the Chicago speedway the speed kings are ripping off over 100 miles an hour, which shows how even the wool wool speed limit has not been reached. With race men admitting that the concrete course of the Detroit speedway is vastly faster than a timber surface, predictions are being made that 100 miles an hour on the average will be turned here Labor day.

There is logical reason for the advance in speed. Space-eating creations are being constructed on more scientific lines, and drivers are learning to "nurse" their motors so as to secure the greatest possible efficiency at given moments.

## FORD SCHEDULE BEING MAINTAINED

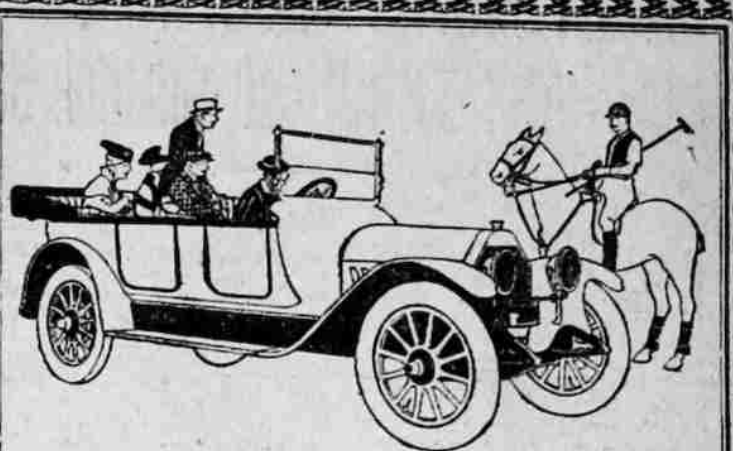
The Ford Motor Company reports that in the four months ending November 30th, there were 74,906 Ford cars sold and delivered. This demonstrates quite conclusively that the tremendous Ford schedule of 300,000 cars for the year is being maintained. This fact is made particularly impressive by the achievement of this enormous production and sale during what is generally considered to be the slow season of the year.

The Ford Motor Company offers an interesting explanation to account for at least a portion of this achievement. In the claim that over 660,000 Ford owners are spreading the news that a Ford is never idle; that its service is never interrupted, and that consequently the owner's time—probably the most valuable asset that he has—is never lost.

Another interesting conclusion of the Ford Motor Company is the claim that the Ford is now recognized as a general utility, and as such the American people are quick to grasp its economic value. It has been estimated that in this aspect and capacity, the Ford has one-third greater diversity of uses than any other car in the world.

## Veteran Auto Maker Turns Down Big Offer

Elmer Apperson, president and general manager of Apperson Brothers Automobile company, of Kokomo, Ind., announces that he had refused an offer of \$250,000 made to him by a Detroit syndicate for the purpose of allowing the use of the name "Apperson" on a cheap six cylinder car that they desired to make. It was a tempting offer and a sum that the average person would think hard and long before turning down, but it was waved aside as if it had been a trifle. One of the delegation said to me: "Your car is known as a quality automobile throughout the world. It has always been known as a mechanical masterpiece. It has always stood for honest material, careful workmanship and the best accepted practice, and it is for these reasons we desire to use your name on a cheap car." But Mr. Apperson could not be moved by their pleadings. He was firm in his stand and the party left very much crestfallen because their mission was not fruitful. "The fiscal year just closing has been the most successful in the history of the company. Every 1915 car has been disposed of, in fact, the Apperson factory has been clean of cars for several weeks. Our 1916 product is now in the course of construction and will consist of six and eight cylin-



## Study this Equipment

There is no change in the running of your Oldsmobile going up the steepest grades. Gasoline is supplied to the carburetor unfailingly at all times.

The Stewart Vacuum gasoline system in Oldsmobile 43 insures even running under all conditions. It draws gasoline from the rear tank to a small tank under the hood, where the gasoline falls in an even, positive flow to the carburetor. No gasoline is forced wastefully through the carburetor to cause an over-rich mixture, sluggishness and carbonization.

\$1,095 f.o.b. Lansing, Mich. We will be pleased to demonstrate.



Established 1880  
Incorporated 1899

The House of Oldsmobile has produced many of the great men in the automobile business, and they all attribute much of their success to the early lessons learned in the Oldsmobile School of Motor Car Making.

## FELL AUTO & SUPPLY CO.

Corner 23rd and Washington Ave.  
Phone 778.

der types." The building of an eight cylinder car by this company is a fitting climax to its long career as manufacturers of quality automobiles. With 1916, Apperson Brothers begin their twenty-third manufacturing year and having this in mind, they have labored long and faithfully to create a car that will not only be lasting in beauty and satisfactory in service, but to establish a new standard of eight cylinder efficiency. The Apperson eight is offered with the feeling that this has actually been accomplished. Beauty and mechanical excellence came in for equal attention. The body first impresses you as a complete harmony. Each graceful line blends harmoniously. There is not an angle anywhere, only a series of graceful curves that melt in one unbroken course. On this account it is one of the most expensive bodies to build, for there is much hand work on it, so much detail, care and attention required on the part of the makers. The flowing curves involve careful shaper work on all the wood frame parts. Another feature, which adds very much to the beauty, is the heavy head which outlines the body, flowing, as it does, in an absolutely unbroken line. Surplus strength has been provided at every point on the body where a strain might come. The line will also include a unique four passenger roadster, mounted on both the six and eight cylinder chassis. The seating arrangement has been worked out so as to allow the four passengers to sit in a sort of "chummy" fashion, adding comfort and enjoyment to those riding in it. The front seats are individual. The six cylinder touring car has been further developed and is offered for 1916 with several distinctive improvements. The motor, which gave universal satisfaction, is continued with a few minor changes. The gasoline tank is placed at the rear and a vacuum feed system is used; the body is new and is made with deep, back fitting seats and is luxuriously upholstered. Altogether the line for 1916 is the finest that has been offered by these veteran builders.

## Something NEW AGAIN

A tire that is by far cheaper than anything shown so far. It is here to stay and will make good.

LOOK AT THESE PRICES:

30x3	.....	\$8.80
30x3 1/2	.....	\$10.95
32x3 1/2	.....	\$12.00
31x4	.....	\$15.00
33x4	.....	\$17.00
36x4	.....	\$18.00
35x4 1/2	.....	\$23.00
36x4 1/2	.....	\$24.00

ALL NON-SKID.

## Ogden Electric Supply Co.

2448 Washington Ave.

## Miles Cheaper-

Don't overlook the fact that buying Auto Tires cheap is something different from buying cheap tires.

The former is a dollar saver, the latter is just the opposite.

Let us tell you about

QUAKER CITY TIRES

## Geo. A. Lowe Company

Intermountain Distributors.

## Ogden Motor Car Co.

2470 Grant Ave.

Dealers in

HUDSON

PIERCE-ARROW

MAXWELL

No better cars made.

Phone 460 for

Demonstration